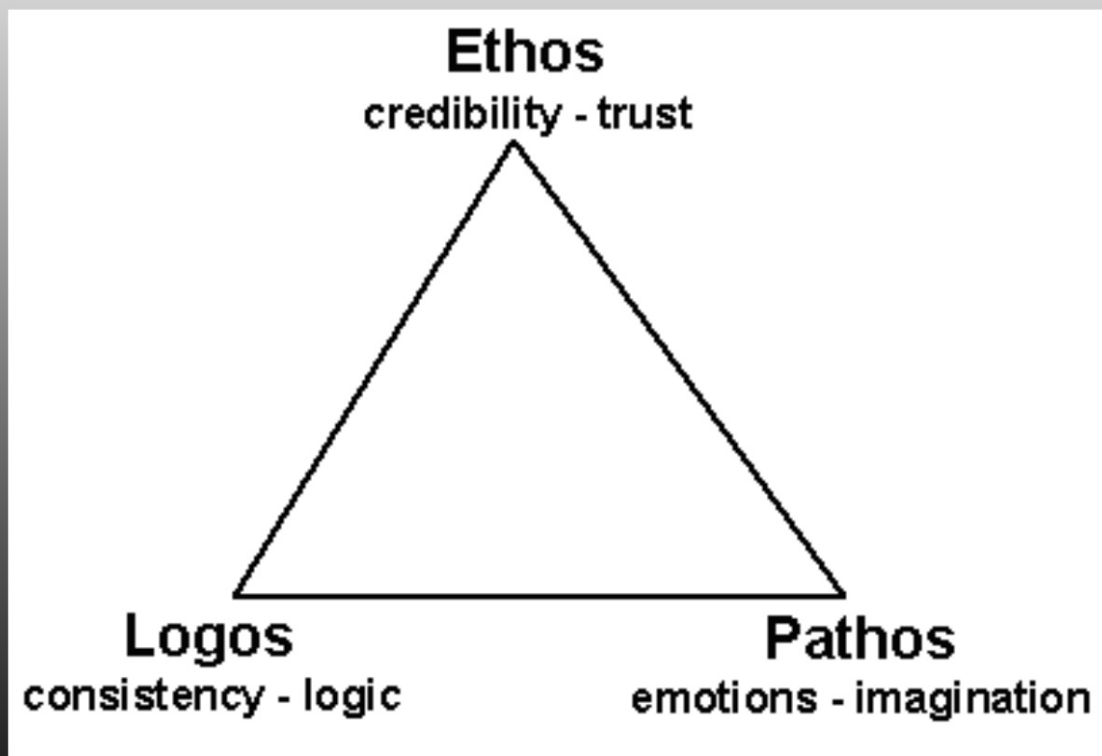
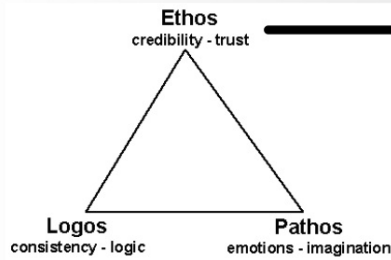


The Rhetorical Triangle

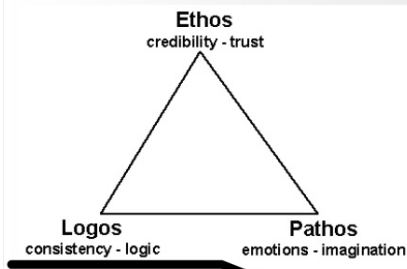
Persuasion through appeal.





An salesperson at
Bestbuy trying to pass
as a CPA.

Ethos – relates to the speaker's credibility with the audience. Both Marc Antony and Brutus are forced to do this by the nature surrounding Caesar's Death. It is important for any speaker, and most importantly our characters to do so to get the Roman citizens (and us to a degree) to side with them.

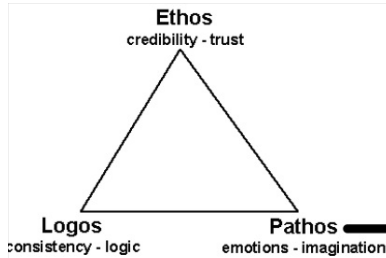


Logos - refers to the speaker appealing to the reason of the audience by offering clear and rational ideas.

Clear main idea supported with:

- using specific details, examples, facts, statistical data, or expert testimony.
- acknowledging the counter argument and refuting it immediately.

Antony acknowledges Brutus' claim to Caesar's ambition and says that Brutus is honorable, but refutes it quickly with evidence of Caesar's kind leadership qualities.



Pathos – refers to the speaker appealing to the emotion of the audience.

- Brutus' speech is bereft of this. We primarily see an emotional appeal in Antony's funeral oration.
- Appealing to pathos relies heavily on the use of figurative language, perfect diction, and emotionally evoking images.
- Brutus' metaphor of killing Caesar while he is a serpent in the shell carries a strong emotional image of killing the defenseless beast that has potential to become a deadly predator.